



Cyberbullying Pulse Survey

Key Findings

Almost 2 in 3 Australian children report experiencing cyberbullying

- 64% of Australian children say they have experienced cyberbullying in some form, a similar proportion to their worldwide peers at 63%.

Australian parents want technology companies to take responsibility.

- Australian parents said that companies should take a stronger role in addressing cyberbullying, up to 11% more often than other parents worldwide.
- This includes providing resources (59%), identifying perpetrators (67%), educating families (71%), and developing tools to block cyberbullying (73%).
- Only parents in the U.S. came close to feeling just as strongly on the topic, followed by parents in the U.K.

“Australian cyberbullying rates dropped significantly since our last report, yet Snapchat stands out as a primary platform for cyberbullying in Australia, more than anywhere else in the world. Meanwhile, Australian parents want technology companies to do more to protect their children.”

—Gagan Singh, Chief Product Officer, McAfee

Australia stands alone with the highest rate of cyberbullying on Snapchat.

- 34% of Australian children said that Snapchat is a major culprit for cyberbullying, a full 10% above the international average and the highest rate of any nation.
- The leading platforms for cyberbullying worldwide—Facebook, WhatsApp, and Instagram—fell well below international averages, sometimes significantly so as in the case of WhatsApp. Reported rates include:
 - Snapchat at 34% versus 24% for children worldwide.
 - Facebook at 37% versus 39% for children worldwide.
 - WhatsApp at 18% versus 38% for children worldwide.
 - Instagram at 30% versus 36% for children worldwide.

Australian children express less worry about cyberbullying this year than last.

- Only 46% of Australian children said they were more concerned about being cyberbullied now than last year, compared to a 59% average worldwide.
- Australian children said they are among the least concerned children in the world, alongside Canada at 44%, the U.K. at 43%, and Germany at 38%.

Australian parents say they're less worried about cyberbullying as well—in two ways.

- Mirroring their children, only 61% of Australian parents said that they were more concerned about their child being cyberbullied today versus last year, compared to the 72% international average.
- Australian parents showed the least level of worry that their child may be the cyberbully. Only 41% said that they worried this was more likely this year than last, compared to 56% of parents elsewhere.

Survey methodology

- In July 2022 McAfee, LLC conducted a survey to more deeply understand the experiences connected families have had with cyberbullying—as individuals and as a family. This entailed a global survey of parents and children, with children answering alongside their parents.
- Parents and their children of ages 10 to 18 were surveyed together, with parents answering first and then bringing their children in to consent and answer.
- These findings represent connected families, not collections of individuals.
- The research was conducted between 15 June – 5 July 2022 by MSI-ACI via an online questionnaire to 11,687 parents and their children from 10 countries.



For the full global study, providing insights across all ten nations surveyed, download your copy of “Cyberbullying in Plain Sight” here:

